



ILLINOIS COMMERCE COMMISSION

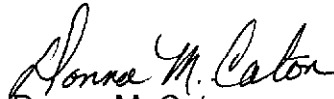
March 7, 2001

Re: 00-0043

TO ALL PARTIES OF INTEREST:

Enclosed is a copy of an Appendix to the Order that was entered by the Commission on January 24, 2001; which was inadvertently omitted from our previous mailing. I apologize for any inconvenience that this may have caused.

Sincerely,


Donna M. Caton
Chief Clerk

DMC:bjs
Enclosure

Robert J. Kelter
Citizens Utility Board
208 S. LaSalle St., Ste. 1760
Chicago, IL 60604 *
mailto:rkelter@cuboard.org

Christy Strawman
Illinois Bell Telephone Company
225 W. Randolph, HQ 27B
Chicago, IL 60606 *
mailto:cs8255@txmail.sbc.com

Matthew Harvey & Nora A. Naughton
Office of General Counsel
Illinois Commerce Commission
State of Illinois Building
160 North LaSalle, Ste. C-800
Chicago, IL 60601-3104 *
mailto:mharvey@icc.state.il.us
mailto:nnaughto@icc.state.il.us

Janice A. Dale
Assistant Attorney General
People of the State of Illinois
100 W. Randolph, 11th Fl.
Chicago, IL 60601 *
mailto:jdale@atg.state.il.us

Barry Matchett
Illinois Commerce Commission
160 N. LaSalle St., Ste. C-800
Chicago, IL 60601-3140 *
mailto:bmatchet@icc.state.il.us

Louise A. Sunderland
Mark A. Kerber
Ameritech Illinois
225 W. Randolph, Floor 25D
Chicago, IL 60606 *
mailto:louise.sunderland@ameritech.com
mailto:mark.a.kerber@ameritech.com

Jennifer Moore
Illinois Commerce Commission
160 N. LaSalle St., Ste. C-800
Chicago, IL 60601-3104 *
mailto:jmoore@icc.state.il.us

APPENDIX

Order - Docket 00-0043

CUB Exh. 2.0,
Sch. B Exhs. 1-15

Illinois Commerce Commission Docket 00-0043

**Ameritech's Response to
CUB's First Data Request
Request 11-A & B
Exhibit 1**

Simplify
Your
Calling
and Save
Money



with an
Ameritech AnswerSM
Calling Plan.

Choose the plan
that's right for you

Ameritech SimpliFive[™] Plan

With the Ameritech SimpliFive plan, you get simple **5¢ pricing** for all of your local calls.

- Local calls close to home are just 5¢ each
- Local calls farther away are just 5¢ per minute
- No monthly fees, restrictions, or minimums

Plus, you can receive automatic volume discounts.

- 15% for total local calling charges over \$15.00
- 30% for total local calling charges over \$30.00

CallPack 100

Pay by the call, not by the minute. With **CallPack 100**, you can make **100 calls per month** for only \$10.00 per month. That's just 10¢ per call.* Plus, calls over the CallPack limit are still just 10¢ per call.

So talk as long as you want, whenever you want — 7 days a week, 24 hours a day — for just 10¢ per call.

Call **1-800-834-1866** to order your Ameritech Answer[™] calling plan — and receive easy, predictable, and affordable local toll calling.

An Ameritech representative will be happy to help you choose which plan is best for you.

Ameritech.
In a world of technology.

*Applies to calls within Ameritech territory. Rate plan offered for residential customers only. CallPack 100 is not available to Internet

Illinois Commerce Commission Docket 00-0043

**Ameritech's Response to
CUB's First Data Request
Request 11-A
Exhibit 2**

1988
4.70



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

POSTAGE WILL BE PAID BY ADDRESSEE

AMERITECH
PO BOX 1557
BRIDGEVIEW IL 60455-9902



Moscow, sealed and mailed

It's simple.

Simple 5¢ pricing,
24 hours a day, 7 days a week.

No monthly fee, so you
only pay for the calls you make.

Easy to understand phone bill.

Local calls close to home are 5¢ a call.
Local toll calls are 5¢ a minute.

Want simple pricing? Then sign up for 5¢ pricing from Ameritech.

With the Ameritech SimpliFive™ plan, calls in your neighborhood cost 5¢ a call, no matter how long you talk. And local calls that are farther away from home cost 5¢ a minute, no matter when you call. See? It's that simple.



Call Ameritech at **1-888-455-5560**
to sign up for the Ameritech SimpliFive plan
and enjoy 5¢ pricing.

Or sign up by mail.

(your name as it appears on your bill)

(your signature)

(the phone number you want to enroll)

Ameritech logo

Ameritech.

In a world of technology,
people make the difference.

Applies to calls within the Ameritech territory.

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 11-B
Exhibit 3

Get an Ameritech CallPack. And talk all you want for one low price.

You're always on the run. Racing against the clock. And looking for ways to make your money go further. Let's face it—you've got a lot going on. But with an Ameritech® CallPack, you can forget about the clock for a while.

With a CallPack you pay by the *call*, not the minute. You can buy a pack of 100, 250 or 400 calls each month for one flat price. Based on the number of calls you make, this could be a great value for you.

Ameritech CallPacks let you call:

- Anywhere in Chicagoland (see shaded areas on map)
- Anytime—day or night
- And talk as long as you like

Call now to find out which CallPack is best for you. We'll help you get more for your money.

CallPack	Monthly Price
100 Calls	\$10
250 Calls	\$20
400 Calls	\$30



CallPacks cover all
your local and local
toll calls.

AMERITECH CALLPACKS: 1-888-222-PACK.
(Toll-Free 1-888-222-7225)

Bill
Insert
1996/1997

YOUR LINK TO BETTER COMMUNICATION

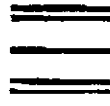
Ameritech.

Buy yourself some time.

out
Envelope

Business
Reply
Envelope

Put Stamp Here
The Post Office will
not deliver mail
without postage.



Ameritech
PO Box 260
Summit IL 60501-0260



Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-A
Exhibit 4



11/15/2011 11:11 AM

61 0

Recently, we were notified that your local toll phone service had been switched from Ameritech to another company. Since we know many customers have been switched without their permission, we want to be sure you know how to reach us if this was not approved by you.

We're eager to provide your local toll service – and we look forward to speaking with you soon.

Sean Zieg

Sean Biagini
Manager, Customer Service

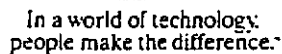
P.S. Call 1-800-261-9810 or mail the reply form today and come back for free.

ILDMF

LDME

☒ **Yes!** I want to switch my local toll service back to Ameritech.

* I designate Ameritech to act as my agent for the above service change on the telephone line(s) listed below. I understand that only one telecommunications carrier can be designated as my local toll provider.



847.

Signature required

Date _____

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-A
Exhibit 5

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-A
Exhibit 6

[illegible]

Bartlett, IL 60103-7932

At Ameritech, we value you as a customer and can offer you the savings you're looking for.

You asked and we delivered. Many Illinois customers have asked for easy-to-understand local and local toll rates. So, we've introduced the Ameritech SimpliFiveSM plan, a calling plan that gives you simple pricing for all your local and local toll calls.

- ✓ Only 5¢ a call for calls close to home (within approximately 8 miles)
- ✓ Only 5¢ a minute for all your other local and local toll calls
- ✓ Automatic 15% discount when you spend \$15 per month on local and local toll calling
- ✓ Automatic 30% discount when you spend \$30 per month on local and local toll calling
- ✓ Call any time of the day; any day of the week

Best of all, there's no monthly fee for the the Ameritech SimpliFive plan. So, you pay only for the calls you make. No gimmicks, just low rates.

Yes, we'll even switch you back to Ameritech for free. Call us at 1-800-261-9782. Or, simply complete the form below and return it in the enclosed envelope. Start saving today.

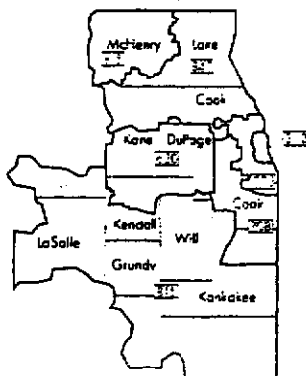
Jennifer Zerbe.

Jennifer Zerbe
Manager, Customer Service

P.S. Switch back for free and start saving now. Call 1-800-261-9782 or mail the form below today.

LENC 358 CID

Ameritech SimpliFiveSM plan serves shaded area.



☒ **Yes!** I want to switch my local toll service back to Ameritech and sign up for the Ameritech SimpliFive™ plan.

* I designate Ameritech to act as my agent for the above service change on the telephonic lines listed below. I understand that only one telecommunications carrier can be designated as my local toll provider.

630-

Bartlett, IL 60103-7932

Signature required

Date _____

To Enroll: Complete this form and return it in the enclosed envelope.

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-A
Exhibit 7

11/26/2016 11:26:11 AM

10 0

Blue Island, IL 60406-2617

Dear Helen Spaniel.

Many customers want affordable local toll rates. Are you paying more than 5¢ a minute for local toll calls you make? And, if you're on a calling plan are you getting charged each month just for having that calling plan?

A simple way to save money in Illinois.

You asked and we delivered. Many Illinois customers have asked for easy-to-understand local and local toll rates. So, we've introduced the Ameritech SimpliFiveSM plan, a calling plan that gives you simple pricing for all your local and local toll calls.

The benefits of the Ameritech SimpliFive plan are clear.

- ✓ Only 5¢ a call for calls close to home (within approximately 8 miles)
- ✓ Only 5¢ a minute for all your other local and local toll calls
- ✓ Automatic 15% discount when you spend \$15 per month on local and local toll calling
- ✓ Automatic 30% discount when you spend \$30 per month on local and local toll calling
- ✓ Call any time of the day, any day of the week

Best of all, there's no monthly fee for the Ameritech SimpliFive plan. So, you pay only for the calls you make. No gimmicks, just low rates.

Switch back for free by calling 1-800-261-9706.

Yes, we'll even switch you back to Ameritech for free. Call us at 1-800-261-9706. Or, simply complete the form below and return it in the enclosed envelope. Start saving today.

Sincerely,

Jennifer Zerba

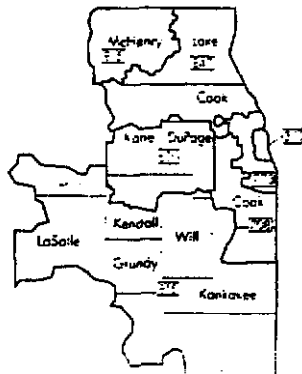
Jennifer Zerbe
Manager, Customer Service

P.S. Switch back for free and start saving now. Call 1-800-261-9706 or mail the form below today.

ELFR

LFR 358 CIL

Amenitech SimpliFiveSM plan serves shaded area.



☒ **Yes!** I want to switch my local toll service back to Ameritech and sign up for the Ameritech SimpliFiveSM plan.

* I designate Ameritech Illinois as my agent for the above service change on the telephone line(s) listed below. I understand that only one telecommunications carrier can be designated as my local toll provider.

708-

Blue Island, IL 60406-2617

Signature required

Date _____

To: Scroll Up above this form and return it in the enclosed envelope.

```

    """ If id is a plain string, form and return it in the snake case notation.

```

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-A
Exhibit 8

Abstract

Berwyn, IL 60402-1062

Do you know how much you're actually paying for your local toll calls? Are you paying more than 5¢ a minute for your local toll calls? And, if you're on a calling plan are you getting charged each month just for having that calling plan?

You asked and we delivered. Many Illinois customers have asked for easy-to-understand local and local toll rates. So, we've introduced the Ameritech SimpliFiveSM plan, a calling plan that gives you simple pricing for all your local and local toll calls.

- ✓ Only 5¢ a call for calls close to home (within approximately 8 miles)
- ✓ Only 5¢ a minute for all your other local and local toll calls
- ✓ Automatic 15% discount when you spend \$15 per month on local and local toll calling
- ✓ Automatic 30% discount when you spend \$30 per month on local and local toll calling
- ✓ Call any time of the day, any day of the week

Switch back for free by calling 1-800-261-9706.

Sincerely,

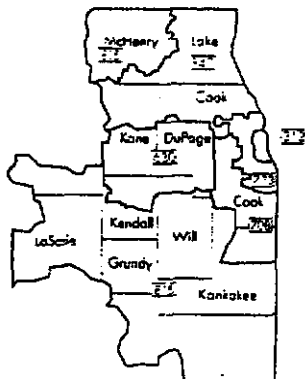
Jennifer Zerbe

P.S. Switch back for free and start saving now. Call 1-800-261-9706 or mail the form below today.

ILRR

LR 358 CIL

Amentech SimpliFiveSM plan serves shaded area.



☒ **Yes!** I want to switch my local toll service back to Ameritech and sign up for the Ameritech SimpliFiveSM plan.

I designate AnswerTech to act as my agent for the above service change on the telephone line(s) listed below. I understand that only one telecommunications carrier can be designated as my local toll provider.

708.

Berwyn, IL 60402-1062

Signature required.

Lai-

To Enroll: Complete this form and return it in the enclosed envelope.

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-A
Exhibit 9

To Expedite the processing of this form and return it in the enclosed envelope.

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-A
Exhibit 10

Abstract

Burbank, IL 60459-1289

Do you know how much you're actually paying for your local toll calls? Are you paying more than 5¢ a minute for your local toll calls? And, if you're on a calling plan are you getting charged each month just for having that calling plan?

You asked and we delivered. Many Illinois customers have asked for easy-to-understand local and local toll rates. So, we've introduced the Ameritech SimpliFiveSM plan, a calling plan that gives you simple pricing for all your local and local toll calls.

- ✓ Only 5¢ a call for calls close to home (within approximately 8 miles)
- ✓ Only 5¢ a minute for all your other local and local toll calls
- ✓ Automatic 15% discount when you spend \$15 per month on local and local toll calling
- ✓ Automatic 30% discount when you spend \$30 per month on local and local toll calling
- ✓ Call any time of the day, any day of the week

Switch for free by calling 1-800-261-9706.

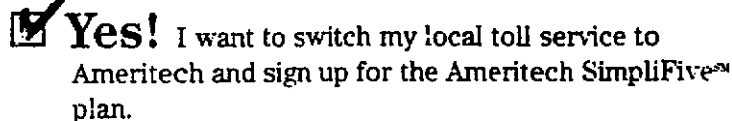
Sincerely,

Jennifer Zerbe
Manager, Customer Service

ILNR

ILNR 358 CHL

Ameritech SimpliFiveSM plan serves shaded area.



* I designate Ameritech to act as my agent for the above service change on the telephone line(s) listed below. I understand that only one telecommunications carrier can be designated as my local toll provider.

708-

Burbank, IL 60459-1289

Signature: required

Date _____

To Enroll: Complete this form and return it in the enclosed envelope.

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-A
Exhibit 11

Case

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-A
Exhibit 12

February 5, 2000

|||||

38 0

Buffalo Grove, IL 60089-7039

Dear

Do you know how much you're actually paying for your local toll calls? Are you paying more than 5¢ a minute for your local toll calls? And, if you're on a calling plan are you getting charged each month just for having that calling plan?

A simple way to save money in Illinois.

You asked and we delivered. Many Illinois customers have asked for easy-to-understand local and local toll rates. So, we've introduced the Ameritech SimpliFiveSM plan, a calling plan that gives you simple pricing for all your local and local toll calls.

The benefits of the Ameritech SimpliFive plan are clear.

- ✓ Only 5¢ a call for calls close to home (within approximately 8 miles)
- ✓ Only 5¢ a minute for all your other local and local toll calls
- ✓ Automatic 15% discount when you spend \$15 per month on local and local toll calling
- ✓ Automatic 30% discount when you spend \$30 per month on local and local toll calling
- ✓ Call any time of the day, any day of the week

Best of all, there's no monthly fee for the Ameritech SimpliFive plan. So, you pay only for the calls you make. No gimmicks, just low rates.

Switch for free by calling 1-800-261-9706.

Yes, we'll even switch you to Ameritech for free. Call us at 1-800-261-9706. Or, simply complete the form below and return it in the enclosed envelope. Start saving today.

Sincerely,

Jennifer Zerbe

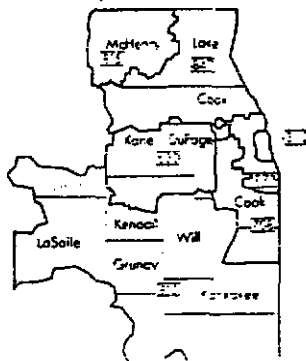
Jennifer Zerbe
Manager, Customer Service

P.S. Switch for free and start saving now. Call 1-800-261-9706 or mail the reply form below today.

ILNRR

ILNRR 328 CHL

Ameritech SimpliFiveSM plan serves shaded area.



☒ **Yes!** I want to switch my local toll service to Ameritech and sign up for the Ameritech SimpliFiveSM plan.

* I designate Ameritech to act as my agent for the above service change on the telephone line(s) listed below. I understand that only one telecommunications carrier can be designated as my local toll provider.

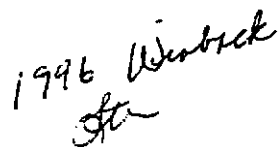
847-

Buffalo Grove, IL 60089-7039


Signature required

Date

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-B
Exhibit 13



**Paying by
the minute
or paying
by the call?**

Sample A. Sample
123 Any Street
Anytown, US 12345-6789


I can't wait to tell you the good news about CallPacks — Ameritech's answer to easy, predictable, affordable local toll calling. The fact is, if you're not using Ameritech' CallPacks then you're not getting the best value for your money. With our competitors, you could be paying as much as 15¢ a minute for your local toll calls.

But now, you can change the way you manage your local toll calls — and enjoy substantial savings! With Ameritech CallPacks, you can talk as long as you like for as little as 8¢ per call.* There are three CallPacks to choose from...

<u>CallPack</u>	<u># of Monthly Calls</u>	<u>Rate per Call</u>	<u>Monthly Rate*</u>
400	400 calls	8¢	\$30
250	250 calls	8¢	\$20
100	100 calls	10¢	\$10

- Call anywhere in greater Chicagoland (see map below).
- Talk as long as you like on each call.
- Call any day of the week, any time of the day or night.
- All for one great price.

We've analyzed your most recent phone bills, which show the XXX pack as the best option for you. This pack gives you all your Ameritech calls (up to XXX calls per month) for one flat monthly fee of only \$XX...so it's easy and affordable.

If you have any questions about which CallPack is best for you, call us and an Ameritech Service Representative will be happy to help you. Or complete the form below and return it in the envelope provided. That's all there is to it.

It makes perfect sense to call today and begin enjoying simple, predictable local calling. We look forward to hearing from you soon.

Paul R. Francis

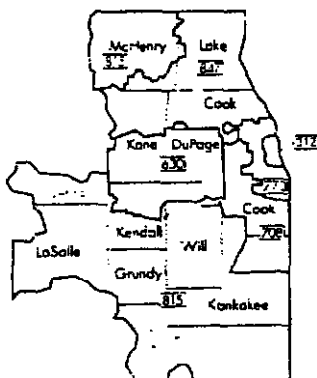
Edward J. Franczek
Vice President, Consumer Services

P.S. The sooner you contact us, the sooner you can call anywhere in greater Chicagoland for as little as 8¢ a call.

2x reverse side

333

Shaded area represents Ameritech CallPack territory.



Yes! I want to enjoy simple and predictable local toll calling.
Please enroll me in the Ameritech CallPack I've indicated below:

- ☐ **CallPack 400** - 8¢ a call
(400 calls/month, \$30/month)
- ☐ **CallPack 250** - 8¢ a call
(250 calls/month, \$20/month)
- ☐ **CallPack 100** - 10¢ a call
(100 calls/month, \$10/month)

Sample A. Sample
123 Any Street
Anytown, US 12345-6789

000.000.0000.000

Additional phone line: () _____

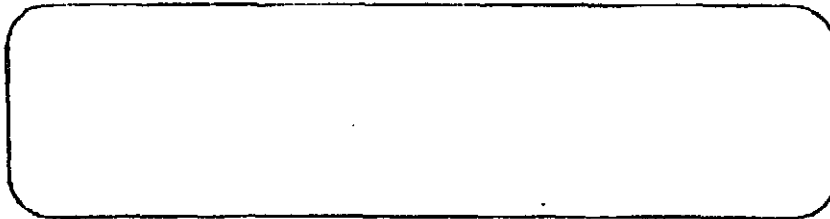
To enroll, call: Toll-Free 1-888-222-PACK (1-888-222-7225).



800 West Ameritech Center Dr., 67470
Hoffman Estates, IL 60134

PERMITTED
FIRST CLASS MAIL
U.S. POSTAGE
PAID
AMT137807

Enjoy 0¢/Minute
AND TALK AS LONG AS YOU LIKE.

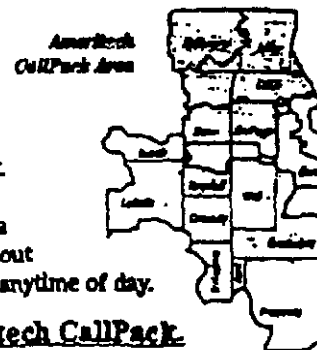


Illinois Commerce Commission Docket 00-0043

**Ameritech's Response to
CUB's First Data Request
Request 12-B
Exhibit 14**



Pay by the Call - Not by the Minute
So You Can Talk as Long as You Like.



Dear Sample A. Sample,

Based on the number of local and local toll calls you make you could be getting more for your money with an Ameritech CallPack.

Instead of paying for the number of minutes you're on the phone, a CallPack lets you pay by the call for a low monthly rate. Forget about watching the clock. Now, you can talk as long as you like and call anytime of day.

Get More For Your Money With An Ameritech CallPack.

- Talk as long as you like on all your local and local toll calls
- Call anywhere in greater Chicagoland (see map)
- Call any day of the week, any time of the day or night
- All for one low rate

With A CallPack, One Low Monthly Rate Covers All Your Calls.

CallPacks are a great way to simplify your phone bill...every month you'll know exactly what you'll pay for your local and toll calls.

CallPack	# of Monthly Calls	Monthly Rate*	Rate Per Minute
100	100 Calls	\$10	0¢/Minute
250	250 Calls	\$20	0¢/Minute
400	400 Calls	\$30	0¢/Minute

Ameritech Suggests CallPack 400 For You.

Based on your recent phone bills, we recommend the 400 pack as the CallPack for you. This pack gives you all your Ameritech local and local toll calls (up to 400 calls per month) for one flat monthly fee of only \$30...that's 8¢/call so you can talk as long as you like because all the minutes are free!

To Sign Up Call Toll-Free 1-888-222-PACK.

Call and sign up for an Ameritech CallPack today. If you have any questions, a Service Representative will be happy to help you. Or just complete the form below and send it in the envelope provided. So start enjoying 0¢/minute today.

Sincerely,

Vice President, Consumer Services

P.S. Enjoy 0¢/minute and talk as long as you like on all your local and local toll calls with an Ameritech Callpack. Call toll-free 1-888-222-PACK and enroll today!

* See reverse side for details.

U. 01222 100 207



Yes! I want to get more for my money and pay by the call, instead of by the minute.

Please enroll me in Ameritech CallPack #100 _____ CallPack #250 _____ CallPack #400 _____.

Please return this form in the enclosed reply envelope. Or call TOLL FREE 1-888-222-PACK.

Value to:

Sample A. Sample
 1234 Anystreet
 Anytown, USA 00000



Rec'd on here

U. 01222 100 207

* Applies to calls within Ameritech territory. Calls above CallPact limit charged on a per call basis (84/call on 488 pack; 104/call on 584 pack; and 104/call on 100 pack.) Rate per call based on total number of calls in CallPact plan. Rate plan offered for residential customers. CallPacts are not available to Internet Service Providers.

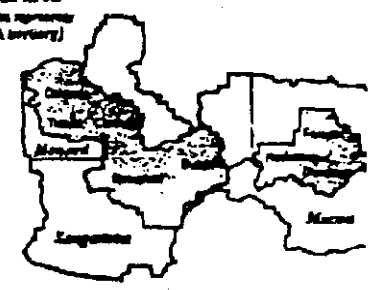
Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-B
Exhibit 15

10/97



**Pay One Flat Rate For All Your Calls -
No Matter How Long You Talk.**

**Ameritech
CallPack Area**
(shaded area represents
Ameritech territory)



Dear

For customers like you who make a lot of local and local toll calls (see map), paying by the minute can be expensive.

To help you get more for your money, Ameritech has developed CallPacks. The benefits you receive from using an Ameritech CallPack are:

- Talk as long as you like on all your local and local toll calls
- Call anywhere in your local toll area (see map)
- Call any day of the week; any time of the day or night
- All for one low rate

Ameritech CallPack Plans Provide Simple, Flat Rates.

You'll know exactly what all of your local and local toll calls will cost each month.

CallPack	# of Monthly Calls	Monthly Rate*	Rate Per Minute
100	100 Calls	\$10	0¢/Minute
250	250 Calls	\$20	0¢/Minute
400	400 Calls	\$30	0¢/Minute

We Suggest CallPack 100 For You.

Based on your recent phone bills, we recommend the 100 pack as the CallPack for you. This pack gives you all your Ameritech local and local toll calls (up to 100 per month) for one flat monthly fee of only \$10. So you can talk as long as you like without worrying about paying by the minute because all the minutes are free!

Call 1-888-222-PACK To Simplify Your Bill Today!

Call and sign up for an Ameritech CallPack today. If you have any questions, a Customer Service Representative will be happy to help you. Or just complete the form below and send it in the envelope provided.

Sincerely,

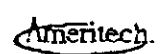
Director, Consumer Services

P.S. Enjoy 0¢/minute and talk as long as you like on all your local and local toll calls with an Ameritech CallPack. Call toll-free 1-888-222-PACK and enroll today!

* Applies to calls within Ameritech territory. Calls above CallPack limit charged on a per call basis (1¢/call on 400 pack; 5¢/call on 250 pack; and 10¢/call on 100 pack). Rate plan offered for residential customers. CallPacks are not available to internet service providers.



Yes! I want to get more for my money and pay by the call, instead of by the minute. Please enroll me in Ameritech CallPack #100 ____ CallPack #250 ____ CallPack #400 ____ for each of the phone lines listed below. Please return this form in the enclosed reply envelope. Or call toll-free 1-888-222-PACK.



Primary Line
217-

Value to:

Additional phone line(s)

CallPack charge applies on a per line basis.

Decatur, IL 62521-4879

Ameritech.

200 West Ave Mark Under Drive (BSP)
Bethan Estate, IL 61114

outer
envelope

PRESORTED
FIRST CLASS MAIL
U.S. POSTAGE
PAID
AMERITECH

Our Best Customers Deserve 0¢/Minute.

A 17 1871

Ameritech.

Business
Reply
Envelope



Put Stamp Here
The Post Office will
not deliver mail
without postage.

Ameritech Calling Plans
PO Box 260
Summit IL 60501-0260

FR 10/97

